WHAT IS CLAIMED IS:

A thermo reversible recording medium comprising:
 a substrate; and

a heat sensible layer, on said substrate, made mainly from resin and organic lower molecular weight substance, said heat sensible layer capable of becoming transparent or non-transparent or vice versa depending on temperature,

wherein the organic lower molecular weight substance is a linear hydrocarbon-containing compound having no carboxyl group (A) and selected from

- (1) linear hydrocarbon-containing compounds having a urethane bond,
- (2) linear hydrocarbon-containing compounds having a sulfonyl bond,
- 15 (3) linear hydrocarbon-containing compounds having an oxalic diamide bond,
 - (4) linear hydrocarbon-containing compounds having a diacylhydrazide bond,
- (5) linear hydrocarbon-containing aliphatic20 compounds having a urea bond and urethane bond,
 - (6) linear hydrocarbon-containing aliphatic compounds having a urea bond and amide bond,
 - (7) linear hydrocarbon-containing aliphatic compounds having a plurality of urea bonds,
- 25 (8) linear hydrocarbon-containing cyclic compounds

having a urea bond,

- (9) linear hydrocarbon-containing cyclic compounds having an amide bond.
- 5 2. The thermo reversible recording medium according to claim 1 wherein (1), (2), (3), (4), (8) and (9) among linear hydrocarbon-containing compounds (A) have at least one of a phenylene group, cyclohexylene group, cyclohexyl group, phenyl group, and morpholino benzopyrrolidyl.

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- 3. The thermo reversible recording medium according to claim 1 wherein at least one end of the molecule of the linear hydrocarbon-containing compound (A) is a methyl group.
- 15 4. The thermo reversible recording medium according to claim 1 wherein the linear hydrocarbon-containing compound (A) has a melting point of 100 °C or more.
- 5. The thermo reversible recording medium according to claim 1 wherein at least one of linear hydrocarbon-containing compounds (B) having a melting point lower than the melting point of said linear hydrocarbon-containing compound (A) by 20 °C or more and having no carboxyl group is further used as the organic lower molecular weight substance.

6. The thermoreversible recording medium according claim 1 wherein the total carbon number of linear hydrocarbons of the linear hydrocarbon-containing compound (A) and the linear hydrocarbon-containing compound (B) is from 6 to 60.

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- 7. The thermo reversible recording medium according to claim 5 wherein the linear hydrocarbon-containing compound (B) has a melting point of 50 °C or more and less than 100 °C.
- 10 8. The thermo reversible recording medium according to claim 6 wherein the linear hydrocarbon-containing compound (B) has a melting point of 50 °C or more and less than 100 °C.
- 9. The thermo reversible recording medium according to
 15 claim 5 wherein the mixing ratio by weight of the linear
 hydrocarbon-containing compound (A) to the linear
 hydrocarbon-containing compound (B) is 80:20 to 1:99.
- 10. The thermo reversible recording medium according to claim 6 wherein the mixing ratio by weight of the linear hydrocarbon-containing compound (A) to the linear hydrocarbon-containing compound (B) is 80:20 to 1:99.

11. The thermo reversible recording medium according to claim 5 wherein the linear hydrocarbon-containing compound (B) is at least one selected from fatty esters, ketones having an alkyl group, dibasic acid esters, alcohol difatty esters, aliphatic monoamide compounds and aliphatic monourea compounds.

- 12. The thermo reversible recording medium according to claim 6 wherein the linear hydrocarbon-containing compound
 10 (B) is at least one selected from fatty esters, ketones having an alkyl group, dibasic acid esters, alcohol difatty esters, aliphatic monoamide compounds and aliphatic monourea compounds.
- 13. The thermo reversible recording medium according to claim 1 wherein the clearing upper limit temperature is 115 °C or more, the temperature difference between the clearing upper limit temperature and the opacifying lower limit temperature is 20 °C or less, and the clearing temperature range is 30 °C or more.
 - 14. The thermo reversible recording medium according to claim 1 wherein the resin has a gel proportion of 30% or more.

- 15. The thermo reversible recording medium according to claim 1 wherein at least part of the resin is cross-linked.
- 16. A thermo reversible recording label having two surfaces, one surface provided with an adhesive layer and the other surface provided with a thermo reversible recording medium, said thermo reversible recording medium including

a substrate; and

a heat sensible layer, on said substrate, made mainly

from resin and organic lower molecular weight substance,

said heat sensible layer capable of becoming transparent

or non-transparent or vice versa depending on temperature,

wherein the organic lower molecular weight substance is a linear hydrocarbon-containing compound having no carboxyl group (A) and selected from

- (1) linear hydrocarbon-containing compounds having a urethane bond,
- (2) linear hydrocarbon-containing compounds having a sulfonyl bond,
- 20 (3) linear hydrocarbon-containing compounds having an oxalic diamide bond,
 - (4) linear hydrocarbon-containing compounds having a diacylhydrazide bond,
- (5) linear hydrocarbon-containing aliphatic compounds having a urea bond and urethane bond,

- (6) linear hydrocarbon-containing aliphatic compounds having a urea bond and amide bond,
- (7) linear hydrocarbon-containing aliphatic compounds having a plurality of urea bonds,
- 5 (8) linear hydrocarbon-containing cyclic compounds having a urea bond,
 - (9) linear hydrocarbon-containing cyclic compounds having an amide bond.

.10 17. A member comprising:

an information memorizing part which stores information; and

a reversible display part which is at least composed of a heat sensible layer,

wherein said heat sensible layer is made mainly from resin and organic lower molecular weight substance, said heat sensible layer capable of becoming transparent or non-transparent or vice versa depending on temperature,

wherein the organic lower molecular weight substance

20 is a linear hydrocarbon-containing compound having no

carboxyl group (A) and selected from

- (1) linear hydrocarbon-containing compounds having a urethane bond,
- (2) linear hydrocarbon-containing compounds having25 a sulfonyl bond,

- (3) linear hydrocarbon-containing compounds having an oxalic diamide bond,
- (4) linear hydrocarbon-containing compounds having a diacylhydrazide bond,
- 5 (5) linear hydrocarbon-containing aliphatic compounds having a urea bond and urethane bond,
 - (6) linear hydrocarbon-containing aliphatic compounds having a urea bond and amide bond,
- (7) linear hydrocarbon-containing aliphatic

 10 compounds having a plurality of urea bonds,
 - (8) linear hydrocarbon-containing cyclic compounds having a urea bond,
 - (9) linear hydrocarbon-containing cyclic compounds having an amide bond.

18. The member according to claim 17 wherein said information memorizing part is supported in or held by a holding member, and said reversible display part is provided on said holding member.

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19. The member according to claim 18 wherein said holding member is a card, disk, disk cartridge or tape cassette.

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20. The member according to claim 17 wherein said reversible display part is a thermo reversible recording label having two surfaces, one surface provided with an adhesive layer and the other surface provided with a thermo reversible recording medium, said thermo reversible recording medium,

a substrate; and

a heat sensible layer, on said substrate, made mainly from resin and organic lower molecular weight substance, said heat sensible layer capable of becoming transparent or non-transparent or vice versa depending on temperature,

wherein the organic lower molecular weight substance is a linear hydrocarbon-containing compound having no carboxyl group (A) and selected from

- 15 (1) linear hydrocarbon-containing compounds having a urethane bond,
 - (2) linear hydrocarbon-containing compounds having a sulfonyl bond,
- (3) linear hydrocarbon-containing compounds having20 an oxalic diamide bond,
 - (4) linear hydrocarbon-containing compounds having a diacylhydrazide bond,
 - (5) linear hydrocarbon-containing aliphatic compounds having a urea bond and urethane bond,
- 25 (6) linear hydrocarbon-containing aliphatic

compounds having a urea bond and amide bond,

- (7) linear hydrocarbon-containing aliphatic compounds having a plurality of urea bonds,
- (8) linear hydrocarbon-containing cyclic compounds5 having a urea bond,
 - (9) linear hydrocarbon-containing cyclic compounds having an amide bond.
- 21. A method of processing image in which an image is formed

 10 on or deleted from a heat sensible layer made mainly from

 resin and organic lower molecular weight substance, said

 heat sensible layer capable of becoming transparent or

 non-transparent or vice versa depending on temperature,

wherein the organic lower molecular weight substance

15 is a linear hydrocarbon-containing compound having no

carboxyl group (A) and selected from

- (1) linear hydrocarbon-containing compounds having a urethane bond,
- (2) linear hydrocarbon-containing compounds having20 a sulfonyl bond,
 - (3) linear hydrocarbon-containing compounds having an oxalic diamide bond,
 - (4) linear hydrocarbon-containing compounds having a diacylhydrazide bond,
- 25 (5) linear hydrocarbon-containing aliphatic

compounds having a urea bond and urethane bond,

- (6) linear hydrocarbon-containing aliphatic compounds having a urea bond and amide bond,
- (7) linear hydrocarbon-containing aliphatic compounds having a plurality of urea bonds,
 - (8) linear hydrocarbon-containing cyclic compounds having a urea bond,
 - (9) linear hydrocarbon-containing cyclic compounds having an amide bond.

- 22. The method according to claim 21 wherein the image is formed on said heat sensible layer by using a thermal head.
- 15 23. The method according to claim 21 wherein the image on said heat sensible layer is deleted by using a thermal head or a ceramic heater.
- 24. An image processing apparatus comprising an image forming/deleting unit which forms an image on or delete an image from a heat sensible layer made mainly from resin and organic lower molecular weight substance, said heat sensible layer capable of becoming transparent or non-transparent or vice versa depending on temperature,
- wherein the organic lower molecular weight substance

is a linear hydrocarbon-containing compound having no carboxyl group (A) and selected from

- (1) linear hydrocarbon-containing compounds having a urethane bond,
- 5 (2) linear hydrocarbon-containing compounds having a sulfonyl bond,
 - (3) linear hydrocarbon-containing compounds having an oxalic diamide bond,
- (4) linear hydrocarbon-containing compounds having10 a diacylhydrazide bond,
 - (5) linear hydrocarbon-containing aliphatic compounds having a urea bond and urethane bond,
 - (6) linear hydrocarbon-containing aliphatic compounds having a urea bond and amide bond,
- 15 (7) linear hydrocarbon-containing aliphatic compounds having a plurality of urea bonds,
 - (8) linear hydrocarbon-containing cyclic compounds having a urea bond,
- (9) linear hydrocarbon-containing cyclic compounds20 having an amide bond.
 - 25. The apparatus according to claim 24 wherein said image forming/deleting unit includes an image forming unit that forms the image, wherein said image forming unit is a thermal head.

26. The apparatus according to claim 24 wherein said image forming/deleting unit includes an image deleting unit that deletes the image, wherein said image deleting unit is a thermal head or ceramic heater.